



M. J. GOODMAN
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January 16, 1998

RJR Account # 839530
CONTINENTAL TOBACCO
2146 ATCO AVE.
ATCO, NJ 08004

February Doral Buy 2 Packs Get 1 Free #800017

To: CONTINENTAL TOBACCO

Doral product and shippers have been packed and are available for you at your wholesale supplier M.BERNSTEIN & SONS. If you have changed suppliers or this is not your current supplier, please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the numbers of displays indicated to your accounts on this listing.

Quantity of Shippers:	60
These shippers will service:	11 Retail Stores
Ship Date to retail:	Week of February 16, 1998
Retail Sales Offer per SKU	21 Offers
Brand Assortment:	Doral Lights, Doral Menthol Lt 100 Doral FF 100, Doral LT 100

Billing per SKU	Your Wholesaler will bill you 4.9 cartons or 5 cartons if the extra live pack is included.
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Promotion Description: Each display will have 7 cartons of 4 different brand styles. Each display will contain 21 B2G1F Offers and either 7 or 8 'Live' packs.

Ship the number of displays to each account as noted on the enclosed retail account listing.

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Doral B2G1F
Account: CONTINENTAL TOBACCO / 839530

Attached is a list of retail accounts authorized to receive the packed displays.

Important Note: If any of the accounts on the attached VAP listing refuse delivery or send the promotional shipper back to you, please contact our Operations office at 610-280-9120.
We will arrange to have our sales representatives re-sell the product for you .

For additional information or questions please contact your RJR Representative: Robert Fricke

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Robert Fricke

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DATAGRAM

	Continental Tobacco Doral B2G1F					
SR	ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP
133401	789197	CANELS LIQUOR #102	2161A CIG CENTRAL	HAMILTON	NJ	8010
133403	084924	BUTTS N BETS I	54 PARK BLVD	CLEMENTON	NJ	8021
133403	563052	BUTTS N BETS III	508 CHEWS LANDING RD	LINDENWOLD	NJ	8021
133403	658283	BUTTS & BETS #8	600 N BLACK HORSE PIKE	RUNNEMEDE	NJ	8078
133403	711470	BUTTS AND BETS #9	1212 COOPER RD	DEPTFORD	NJ	8096
133403	724803	BUTTS AND BETTS	507 BLACK HORSE PIKE # D	TURNERSVILLE	NJ	8012
133403	741438	BUTTS AND BETS	518 WARWICK RD	SOMERDALE	NJ	8083
133403	747172	BUTTS & BETS #14	3321 BLACK HORSE PIKE	SICKLERVILLE	NJ	8081
133403	788205	CANAL'S LIQUOR #101	DBA CIG CENTRAL	LINDENWOLD	NJ	8021
133403	932444	BUTTS N BETS II	604 W KINGS HWY	MOUNT EPHRAIM	NJ	8059
133407	358452	BUTTS N BETS IV	213 S BURNT MILL RD	VOORHEES	NJ	8043
133407	507444	BUTTS & BETS VI	2146 ATCO AVE	ATCO	NJ	8004
						60

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